

ARUBA VISITOR'S GUIDE

GUIA PARA EL TURISTA EN ARUBA

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KAN

Jewelers
since 1918



HOLLAND + ARUBA + BONAIRE + CURAÇAO

OUR SHOP TALK

Dear Visitor, we know this Island a lot better than just from a map, so we give you all sorts of clues and planning for your shopping.

Let us start our walking and shopping tour at the head of Nassaustraat at LEO BERLINSKI, jeweler, featuring platinum and 18 kt. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

One block further is MARIO'S, the store carrying a gigantic selection of bonded liquors, liqueurs and perfumes.

In the main street the carillon and the lovely showcase displays identify **SPRITZER + FUHRMANN** wellknown Aruba store. They will be pleased to show you their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention..... plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbini" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

Across the street we find CASA DEL MIMBRE for souvenirs. From casa del Mimbre we stroll along and enter PALAIS ORIENTAL where you will find ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your gusto exotic wearing apparel such as shawls from India, pipes from Denmark and Italy. Also at moderate prices Perfumes & Colognes such as Christian Dior, Jean Patou, Guerlain and many more articles from all over the world. Coming out of Palais Oriental we are only a few steps away from LA PARISIENNE the house with the Eiffel Tower, where they accept

"American express travellers cheques" and ship your purchases home. Here on display are items for exclusive gifts such as gloves, beaded bags, longchamp pipes, crystal and old Dutch silver. Next door you will find "MEN'S SPORTSWEAR CENTER" offering you the best in men's wear to be purchased on the island. Crossing the street will take us to RAGHUNATH JEWELERS, here is your chance to buy the world famous Mulco Swiss watch at a very low price. Raghunath Jewelers is also well known for the following articles: Delft Blue, Dutch Silver, Crystals, Gifts & Souvenirs. A little tired and thirsty? We got the solution. HOTEL NASSAU'S fully airconditioned bar is ready to serve you all kinds of drinks long and short at popular prizes, for beer drinkers we recommend HEINEKENS BEER of course.

On the next block we arrive at KAN'S JEWELERS and don't forget that KAN'S motto is: "WAT KAN KAN, KAN KAN ALLEEN" which means what Kan can do, only Kan can do and they will do everything possible to make your shopping in their store a pleasant one. See the variety of Jewelry-Gold-Watches-Cameras and Optics.

Crossing the street again, we find the NO. 1 STORE, a real bargain awaits you here. For the most amazing low price you will get the best of quality goods. Come and see to convince yourself. At the back of the No. 1 building across the street is LA VENEZOLANA, your best address for fine men's wearing apparel. And now back to the main street where the ladies will have the opportunity to have their hairdo a la ultima moda at MAGGY BEAUTY SHOP.

And please note that for cosmetics Maggy's is the best. We are going on and around the corner at your left we find CABENDA'S for the best sport articles.

Now to the STUYVESANT ART SHOP next to DE WIT STORES for paintings, pottery, copper, miniatures, etc. Most certainly you are now ready for a bite, and the right place to satisfy you completely is most famous HONG KONG RESTAURANT AND BAR fully airconditioned, were the best food in town is served. For the next step you

need a taxi so call Tel. 1604 or 5160 and ask the driver to take you to the STRAND HOTEL for a sip and a dip, a sip at the poolside bar and a dip in the wonderful swimming pool. We are about to say it was nice knowing you, and hope that you have enjoyed the shopping, chow,

and sip and dip. For a last suggestion "driver take me along the L. G. Smith Boulevard and drop me at the "TROCADERO" here you will have the pleasure to take any type of drink and eat one of the many of Trocadero's specialties, which are of course sea food dishes.

Welcome to Aruba

NEME

I gladly comply with the request of the Editors of this new publication, and I herewith express my sincere wishes for a most successful future of the
ARUBA VISITOR'S GUIDE

It is expected that this publication will contribute to the growth of tourism of this island, and that many visitors will find it a helpful and useful guide to make their stay on Aruba even more pleasant and enjoyable.

Michael S. Kuiperi
Director
Aruba Tourist Bureau

LEO BERLINSKI

The Pearl of the Orient
JEWELERS

Oranjestad - San Nicolas, Aruba

- Showing the finest selection of gold and platinum jewelry, diamonds, pearls and semi precious stones.
- The world famous Swiss watch Girard Perregaux.
- Silver, China, Crystal and Figurines.



ON ¼ MILE
OF SNOW WHITE BEACH

1. THE ROOMS are air-conditioned, oversized, with dressing rooms, walk-in closets and ocean view.
2. THE RESTAURANTS :
 - Klompen Klub and Papiamento Room with international cuisine, orchestra for dancing and floorshow nightly.
 - Divi-Divi Coffeeshop for a snack or a meal.
3. THE BARS :
 - Bali Bar with nightly entertainment.
 - Pool Bar with view of swimming pool and beach.
4. THE CASINO offers Craps, Black Jack, Roulette, and Slot machines.
5. THE WATERSPORTS DEPARTMENT :
 - Deep sea fishing, Scuba diving, Glass bottom boat trips, Waterskiing.

Aruba
Caribbean Hotel-Casino

TROCADERO

Cocktail Lounge - Restaurant
Overlooking the schooner harbour

SEA FOOD

CURRY DISHES — STEAKS

CHINESE DISHES

Phone 1756

BASI RUTI HOTEL

ON THE BEACH
at walking distance from the
Aruba Caribbean Hotel

INTERNATIONAL CUISINE :
Specialized in Italian dishes such as

CANELLONI PIZZA LASAGNA
VEAL SCALOPINE SCAMPI

Beach Bar Phone 2222

Jorge Camara, Manager

For Your Shopping We Recommend

SPRITZER + FUHRMANN

KAN

LEO BERLINSKI

PALAIS ORIENTAL

RAGHUNATH

DE WIT STORES

CASA DEL MIMBRE

LA VENEZOLANA

MARIO'S

MARCONIPHONE RADIO SALES & SERVICE

MAGGY'S BEAUTY SHOP

CABENDA

SPORTSWEAR CENTER

ARUBA CARIBBEAN CABANA SHOP

STUYVESANT ART SHOP

ARUBA CARIBBEAN GIFTSHOP

LA PARISIENNE

NO. 1 STORE

OVERSEAS RADIOTELEPHONE CONVERSATIONS

Aruba has a radiotelephone connection with the United States of America, Canada, Mexico, Surinam, Curaçao, the Windward Islands, Holland, Venezuela and many other countries in Europe and South America.

Applications for a radiotelephone conversation may be submitted to the Radiotelephone Exchange, Boerhaavestraat, Oranjestad, phone 1910, or phone 5388 for San Nicolas, where blank forms for that purpose are obtainable.

LOCAL CIVIC CLUBS

- LIONS: Every first and third Wednesday of the month at 8:30 p.m. (Dinner meeting at the Hotel Strand).
- KIWANIS: Every Monday at 7:00 p.m. (Dinner meeting at the Hotel Strand).
- ROTARY: Every Monday at 6:45 p.m. (Dinner meeting at Trocadero).
- TOASTMASTERS: Every third Tuesday at 8:00 p.m. (Dinner meeting at the Hotel Strand).
- JAYCEES: President F. A. Diaz, Tel. 1990-1991.

mario's

PHONE 1160

Gigantic Selection of bonded

LIQUORS,
LIQUEURS,
and
PERFUMES

Sell at very, very
attractive prices

MAINSTREET 19



"TALK OF THE TOWN"

aruba's finest
restaurant



Mr. Ike Cohen, owner and manager of the "Talk of the Town" Restaurant, the finest and most charming in the Caribbean.

They specialize in fresh lobster, fresh red snapper, filet mignon, beef fondue and delicious French and Native dishes.

You will be entertained by singing waiters. A delightful Aruban combo will play for your dining and dancing pleasure. They are open from 6 AM till Midnight.

The Coral
Strand
hotel

ARE YOU WORRIED ABOUT YOUR \$100 ALLOWANCE?

You are allowed to bring back as much as you want. All you have to do is pay duty on what you declare over your \$100 duty-free allowance. And here's how little that duty can be.

CULTURED PEARLS (loose or temporarily strung)	5%
CHINA, BONE	35%
CLOCKS (costing over \$10)	32.5%
LEATHER HANDBAGS	20%
LEATHER GOODS	8.5 to 17.5%
DIAMONDS (cut but not set)	
(Not over 1/2 carat)	8%
Not over 1/2 carat	10%
WATCHES (on \$100 watch)	\$8 to \$15
SHERRY	39 cents a fifth
SILK KNITS (as wearing apparel)	20%
MOTION PICTURE CAMERAS (costing over \$50)	13.5%
CAMERAS (NOT MOVIE) (costing over \$10)	15%

PERFUME (about 18 3/4%)	16 cents + 15%
WOOD CARVINGS	16 3/4%
TYPEWRITERS	FREE
JEWELRY, GOLD	24%
STERLING FLATWARE	8 cents e.a. + 17 1/2%

Above are just a few examples of how low duty is on some of the most popular items tourists buy in our stores. Take cameras, for instance. Suppose you've bought merchandise to your full allowance of \$100 free of duty and you wish to buy a camera retailing for \$120 in Aruba. Your first saving is the fact prices here can average 40% less than in the U.S. Even with duty, you can still buy that camera at a great saving. Official duty on cameras is 15% on the wholesale value. The retail price of \$120 less 40% gives you the wholesale base rate of \$72 for your camera; and 15% duty on \$72 is only \$10.80. Your camera really cost only \$130.30. Your saving is well worthwhile, even with duty. The same camera sells in New York City for \$199.95 (plus 5% City Sales Tax).

TOURING ARUBA

While in Aruba one may rent a car and driver, or a self-drive-car or may take a conducted tour. To drive yourself, you will need a temporary license, which can be obtained by presenting a valid driver's license from your own country.

Aruba has many treasures that are well worth exploring:

The island's greatest attraction is the **PALM BEACH** and **EAGLE BEACH**, which are among the world's finest. The pure white sand stretches for several miles along the leeward coast, and slopes gently into the water. There is excellent opportunity for waterskiing, sailing, and swimming.

FISHING comes in a variety of forms, and any one of the different types offers the enthusiast a challenge. Skin diving and spearfishing are well worth the effort as the rocks, reefs and wrecks of some sunken ships abound in fascinating fish. There is also good deep sea fishing.

The capital of Aruba is **ORANJESTAD**, its architecture is typically Caribbean-Dutch with some Spanish influence, while the colors of the buildings are typically of the Caribbean. Oranjestad's shopping center tempts the tourist with merchandise from all corners of the world: Swiss watches, cameras, perfumes, cashmere sweaters, silk, character dolls, Dutch tile, Delft blue, binoculars, liquors and liqueurs, woollen and other fabrics, precious stones, porcelain miniatures, straw novelties, carved ivory from the Orient, crystal, beaded and petit point bags, Indonesian and Chinese wood carvings, leather goods, gold and silverware, etc. Thanks to the extremely low import duties, the prices are often less than half of what they are in the U.S.A. Store owners also can pass on bargains to visitors because there are no sale or luxury taxes in Aruba.

The **SCHOONER HARBOUR** of Oranjestad is one of color and excitement; boats from many Caribbean countries are docked all along the quay. Open stalls provide space for the boatmen to display their wares. Great stalks of bananas, the little sweet ones, the large cooking ones, oranges, vegetables, etc. The buyers at this outdoor market are as unusual as its products, and you will hear different languages being spoken on either side of you. A little further along the schooner harbour is the fish market, where you may purchase a large variety of fish. Big ocean liners and passenger-ships can moor and bunker at Oranjestad's harbor.

In the well-kept **WILHELMINA PARK**, named after Queen Wilhelmina of the Netherlands, on the sea-side of Oranjestad, there is a beautiful sculptured statue of the Queen Mother, surrounded by bright colorful flowers and plants.

The American Colony, **SEROE COLORADO**, where most Americans live is situated at the most Eastern end of the island.

The climate of Aruba is considered one of the finest in the Caribbean, rainfall is scant, and the days are al-

N.V. RAHGUNATH

Jewelers

Mainstreet 37

DEALER FOR THE WORLD FAMOUS

MULCO

Swiss Watches

FULLY AIRCONDITIONED STORE



AIRCONDITIONED

HOTEL NASSAU

Bar and Restaurant

In the heart
of the Shopping Center

Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver **JEWELRY** from all over Europe.

Knitwear from Italy.

Silk Sarisan Brasses.

Favre Leuba - **SWISS WATCHES.**

All the wellknown **FRENCH PERFUMES**

Savinelli and Dunhill **PIPES.**

Tweka Bathing Suits.

Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



ways cooled by the copious flow of air of the Northeast tradewind. Thriving in this dry climate are the strangely shaped **DIVI-DIVI TREES**, that point forever downward; the **ALOE** plant, which is being developed for medicinal value; and the cactus, which is used as living fences. Arubans cherish flowers, and most homes are surrounded by bright bougainvillea, oleanders, flamboyant, hibiscus and other tropical plants.

Aruba's most outstanding landmark is the **HOOIBERG** or **HAYSTACK**, and for those interested, there are steps all the way to the top of this hill.

Attractive hidden coves on the North side of the island offer a perfect setting for picnics, and those who prefer a little surf with their bathing, fairly rough water on this side of the island makes it perfect. Two of the most intriguing and accessible coves are **ANDICOURI** and **DOS PLAYA**, where towering rocky arms reach into the sea and the constant dashing of waves presents a varied and awesome backdrop for the pleasant sand beaches of these coves.

A most interesting **NATURAL BRIDGE** on the north coast, carved out of solid coral rock by the relentless surf, is a startling example of nature's architecture, and a "must" for every visitor.

BOCA DRUIF, an interesting grotto, also sculptured by the sea on the island's windward coast near the dunes of **PRINS** offers breath-taking sceneries of the wild coast-line.

HEINEKEN is

Buena*

Buena

Buena



* That means good, good, good..... from the first sip to the last drop try **HEINEKEN** beer to-dayits "Buena, bon, good, lekker"!

HEINEKEN BEER
MOST SERVED IN ARUBA

The **CUNUCU**, which in Papiamento means "country-side", is dotted with brightly colored houses of the Arubans. Rocks of many different shapes are scattered over the island of which the most impressive ones are found at **AYO** and **CASIBARI**, where nature piled tremendous boulders of diorite weighing thousands of tons one atop another. At **AYO**, one may wander around and under these massive boulders, via twisting passageways. **THE DRAGON'S MOUTH** at **CASIBARI** is a curious rock formation, and a favorite spot for photographers.

Anyone interested in Indian culture will find ancient Indian drawings on the walls and ceilings of the caves of **FORTEIN** and **CANASHITO**, and on the rocks of **ARIKOK** and **AYO**.

The caves of **QUADIRIKIRI** and **HULIBA** are challenges for spelunkers.

Children will cherish the white sand dunes of **PRINS** and **CALIFORNIA**.

ST. ANN'S CHURCH has a beautiful hand-carved oak altar. Also interesting is the adjacent grave-yard.

PIRATE'S CASTLE AT **BUSHIRIBANA** stands on a cliff on Aruba's windward coast. It is really the ruins of an old gold mill, a relic of Aruba's first industry. Another gold mill is located at **BALASHI**.

SPANISH LAGOON got its name because it was here that buccaneers used to put in to repair their ships. It is known for its scenic and peaceful surroundings. **FRENCHMAN'S PASS**, where the Indians fought the French to protect the island from foreign invaders, is a breeding place of Aruba's bright and colorful parakeets.

For any further information on touring the island, please contact the **DE PALM TOURS**, Tel. 1813, Oranjestad, Aruba, for free information.

De Palm's

SIGHTSEEING

Tours

OFFICE: ARUBA CARIBBEAN HOTEL CASINO PHONE 2250



- * 5 Choices in island tours
- * Transfer service to and from airport or shipside
- * Rent a car service... delivered to you.

TEL. 2250 - 1813

Aruba's

COZIEST HOTEL



completely
AIR CONDITIONED

IN TOWN

Less than 10 mins.
from the finest
Beaches.

2 minutes from
Free port shopping.

FREE
TRANSPORTATION

Dine in the exotic
splendor of the

SALON MADRID

LOCAL
ENTERTAINMENT

IN ARUBA
it's
The
CACTUS
Inn
for
leisure!



For the Best in
Sport Articles

J. E. P. CABENDA

Oranjestad, Oude Schoolstraat 3. Tel.: 1539



HOTEL ASTORIA

BAR AND RESTAURANT
AIRCONDITIONED ROOMS

World renowned for its tantalizing variety of Chinese Food. ASTORIA also specialize in a fine American Cuisine, a wide choice of Seafood delicacies and delectable French Dishes.

HOTEL ASTORIA

where quality is a tradition
and service a motto.

For reservation call Tel.: 5132

WHY YOU SHOULD INCLUDE ARUBA IN YOUR CARIBBEAN TOUR

Would that we could tell you about Aruba, the way it actually is now and the way it is soon to be. Every time we start to advise you on the things to do or the places to see we get sidetracked by the tremendous advantages of Aruba over most other vacation spots. What, for one? Well, for instance, did you know that most doctors feel that this island is probably one of the most healthful places on earth to live? Or, if you do not want to live here permanently, how about enjoying an honest-to-goodness change-of-pace vacation where you can have the beneficent effects of the sea and sunshine in the tropics and yet have no fear of tropical diseases, germ carrying insects or annoying mosquitos. If you are in Aruba now, you have already noticed how wonderful it is to be free of annoying pests while enjoying the outdoors. The water is purer than you have at home and the very efficient health service keeps an alert eye on public kitchen and food handlers and counsels them in the proper hygiene practices to protect the public health (and safeguard our tourist reputation). So, enjoy yourselves and at the same time get the feeling of peace, security, and an inner happiness and loving spirit not common in many places in the world. Our merchants sell quality at the right price, typically Dutch fashion, but most of all they have an amazing talent for recognizing what people want. We do not always need it, as we tell the family at home, but my goodness is it not beautiful and precious? So, we do buy it and take it home.

The courtesy of people here is almost unbelievable to

people from large metropolitan areas, so feel free to shop around and never fear pressure or uncomfortable embarrassment. We can honestly recommend all of the stores advertizing in our Guide and many others. So far we have not told you much about the natural beauty of Aruba. The weather is wonderful and sightseeing is a real pleasure on this beautiful island. No wonder that the tourist stream is increasing at such a speed, that we have now under construction the Machebo Beach Hotel, a few yards from the sugar white beach, and the Aruba Sheraton another giant of a hotel which is slowly rising out of the ground next to the newly constructed eighty room wing of the Aruba Caribbean Hotel. It seems funny to us that millions of people in the United States and elsewhere will swelter in the summer heat when they can come to the trade winds and cool off in a relaxing atmosphere as easily as they come to the sunshine in winter. We love the tourist business and everybody is working together to make it grow and keep it flourishing. From many parts of the island it is easy to see the coastline of Venezuela and some of the mountains. Our visitors often wish they could visit there for a day or two without going through all the red tape usually necessary when traveling to foreign countries. Now it appears possible, even probable. We recently had a trial run of a ferry that we hope will link Aruba and Punto Fijo on the mainland of Venezuela. If present plans work out it will be as easy to make the excursion to the south american shore as it is to get off a tour ship at most ports around the world. Come to Aruba, to the warm, friendly people who will stop their cars and smile while giving you a chance to cross the street.

HOTELS - HOTELES

ARUBA CARIBBEAN HOTEL/CASINO
200 Rooms, 20 Cabanas (Resort Hotel)

BASI RUTI HOTEL - 15 Rooms (Resort Hotel)

STRAND HOTEL - 28 Rooms
(Commercial/Resort Hotel)

HOTEL CENTRAL - 25 Rooms
(Commercial Hotel)

CACTUS INN - 21 Rooms
(Commercial Hotel)

NASSAU HOTEL - 11 Rooms
(Commercial Hotel)

HOTEL CAPITAL

TEL. 2029

Single \$5.50 to \$7.50 Double \$8.00 to \$12.50
NO ADDITIONAL CHARGES

Completely airconditioned also bar and restaurant
COZIEST HANG OUT IN TOWN

HOTEL CAPITAL
Commercial Hotel)

SCALA HOTEL - 18 Rooms
(Commercial Hotel)

ASTORIA - 10 Rooms
(Commercial Hotel)



THE MEETING PLACE FOR :

COCKTAIL LOUNGE

★ CONTINENTAL CUISINE

★ CHOICEST WINES

★ CHINESE DISHES

COURTEOUS SERVICE !

COZY ATMOSPHERE

A. Lacle Boulevard No. 19

Phone No. 2966

**SUNDAY-MASSES
R.C. CHURCH**

Parish	Telephone	A.M.	A.M.	A.M. High mass	P.M.	P.M.
Oranjestad	1434	6.00	7.00	8.00	5.00	7.00
San Nicolas	5118	5.30	7.00	8.30	5.00	—
San a Cruz	8110	5.00	6.30	8.00	5.30	—
Savaneta	7025	5.00	7.15	—	5.30	—
Noord	1409	5.30	7.00	8.30	6.00	—
Paradera	1400	5.00	—	8.30	5.30	—
Brasil	1706	—	6.00	8.00	—	7.00
Dakota	2525	6.00	8.00	—	—	7.00

Protestant Church: Oranjestad
Beth Israel Synagogue: Oranjestad

Sunday service at 9:00 a.m.
Friday 8:00 p.m.

Casa del Mimbre

The only Straw Market on the island

Wide variety of straw hats and hand bags

Guide Netherlands Antilles Philatelist

Nassastraat 38

Important Numbers

Police Oranjestad	No.	1000
" San Nicolas	"	5000
" Santa Cruz	"	8000
" Noord	"	1488
" Savaneta	"	7000
" Fire Department	"	00
" Traffic Department	"	2500
" Immigration	"	1003
Hospital San Pedro	"	2200
" Lago	"	9-3222
Ambulance Oranjestad	No.	1234
" San Nicolas	"	5050
Public Library	No.	1580
Harbour Office - Oranjestad	"	1740
Marine Office Lago	"	9-2035
Airport	"	3300
Taxi Oranjestad	"	1604
Taxi San Nicolas	"	5160
Consulate Brasil	"	1064
" Chili	"	1085
" Colombia	"	1206
" Costa Rica	"	5162
" Dominican	"	1129
" Germany (West)	"	1767
" El Salvador	"	1767
" Guatamala	"	1608
" Haiti	"	1664
" Italian	"	1664
" Libanon	"	1755
" Nicaragua	"	5162
" Norwegian	"	5075
" Panama	"	2489
" Spain	"	1046
" Venezuela	"	1078
All America Cables	"	2126
Lands Radio en Telegraafdienst	"	1458
Elmar Oranjestad	"	1650
De Palm's Tours	"	1521
KLM	No.	1367-1368
Pan American	No.	2707
Trans Caribbean	"	2700
Hertz	"	2714

TOUR OPERATORS - SU GUIA

De Palm Sightseeing	No.	2250
Lago Refinery Tour (free of charge) (Tuesday and Friday)	"	9-2364
Aruba Tours	"	1553

DRUGSTORES - BOTICAS

Botica Aruba	No.	1080-1081
Botica Del Pueblo	"	1253-2154
Botica Oduber	Tel.	1780
Botica San Lucas	"	5119

BEAUTY SHOPS

" " Maggy's	"	2113
" " Aura's	"	1161
" " Angelica	"	1170
" " "Marlene"	"	2799
" " "Madame Alice"	"	1565
Beauty Salon Cidia's	Tel.	5814

BANKS

Aruba Bank N.V., Nassastraat 41, Oranjestad	1550
Aruba Bank N.V., Zeppenfeldtstraat 38, San Nicolas	1558
Aruba Commercial Bank, Wilhelminastr., O'stad	1515
Banco Popular Antiliano, Havenstr. 2, O'stad	3105
Caribbean Mercantile Bank N.V., Nassaustr. 37, Oranjestad	3118
Hollandsche Bank-Unie N.V., Nassaustr., O'stad	1200
Hollandsche Bank-Unie N.V., Zeppenfeldtstr., S. N.	5090
	5091

RATES OF EXCHANGE ARUBA BANK

CHECKS:	BUYING	SELLING
US \$	1.87	1.905
CAN \$	1.73	1.785
POUNDS ST.	5.23	5.43
NETH. FL.	51.80	53.00
D. MARK	44.50	48.25
SW. FRC.	42.80	44.70
BOLIVAR	40.50	42.75
BWI \$	1.085	1.18
SWI POUNDS	5.23	5.44

YOUR DAD WILL BE DELIGHTED WITH AN
ELECTRIC GIFT ON JUNE 19TH



- ★ Electric Razor
- ★ Air Conditioner
- ★ Electric Tools
- ★ Electric Clock



Tel. 2170

Reddy Kilowatt



MAGGY'S BEAUTY SHOP

Nassastraat 59, Tel.: 2113

Completely airconditioned

Representative of :

L'Oreal of Paris.

Experts in :

Bleaching, Tinting, Styling and also treatment of scalp.

★

See our real human hair wigs.

★

For your wig styling we recommend L'Oreal, Elnett Spray.

★

Beautilities whole sale.





Hablando sobre las Tiendas

Queridos visitantes, nosotros conocemos esta Isla mejor de lo que pueda el mapa enseñarles, de manera que, podemos darles toda clase de informes para que puedan planear sus compras.

Empecemos nuestra caminata y nuestra compra; comenzando la calle principal que se llama Nassaustraat, encontramos la joyería de LEO BERLINSKI donde hay joyas distinguidas de Platina de 18 kt. Juegos completos de joyas en Oro con piedras preciosas y semipreciosas. Perlas cultivadas, los mundialmente famosos relojes GIRARD PERREGAUX y otras bien conocidas marcas de relojes Suizos.

Ellos transportan Esterlina, Plata, Plateados e inmaculadas cuchillerías de acero, vajillas de Porcelana y cerámica China, Cristales de Francia, Finlandia, Suiza e Inglaterra, figurines, y carteras de cuentas, hay artículos para regalos en abundancia y a todos precios a su alcance esperando por usted.

Sin cruzar la calle llegamos donde MARIO'S, la mejor dirección para sus licores y perfumes.

En la calle principal, el CARILLON y las hermosas vitrinas desplegadas identifican a la bien conocida joyería de Aruba SPRITZER AND FUHRMANN ellos estarán muy complacidos en mostrarle a Ud. su colección única de joyas en Diamante y Oro, las mas exclusivas piezas del continente. Finos relojes tales como Patek Philippe y Diaget, y una extensa variación de novedosos relojes Suizos todos a precios muy convenientes. Hay relojes, carteras de noche, objetos de arte, cristalería, Plata y Porcelana de las mas famosas casas de Europa y mucho mas de lo que nosotros podamos mencionar. — Ademas su muy especial personal de servicio. Sus garantías son hon-

rradas en su tienda de Nueva York, 5 East 57th Street, y Ud. es bienvenido en sus bellas tiendas de Curaçao, Bonaire y San Martin.

Al cruzar la calle encontramos la CASA DEL MIMBRE para sus regalos, de la CASA DEL MIMBRE, pasamos adelante y entramos en el PALAIS ORIENTAL aqui Ud. encontrara esculturas de marfil y madera de la India, Haiti, Hong Kong, y Africa. Tambien para su gusto exótico hay adornos tales como Chales de la India, Pipas de Dinamarca, e Italia. Tambien a precios muy moderados hay perfumes, colonias tales como Christian Dior, Jean Patou, Guerlain y varios otros artículos de todas partes del mundo.

Saliendo del Palais Oriental, estamos a un paso de LA PARISIENNE la casa con la torre Eiffel, donde ellos aceptan "Cheques Viajeros" y les envían sus compras a casa, en demostración ellos tienen artículos para regalos exclusivos tales como guantes, Pipas Longchamp, cristal, y vieja Plata Holandesa. En la próxima puerta Ud. encontrara MEN'S SPORTS WEAR CENTER ofreciendole lo mejor que Ud. pueda comprar en la Isla en artículos para hombres.

Cruzando la calle, llegamos donde RAGHUNATH JEWELERS eh aquí su oportunidad para comprar el mundialmente famoso reloj Suizo "MULCO" a muy bajo precio, la joyería Raghunath, es tambien conocida por los siguientes artículos, loza fina azul, Plata Holandesa, cristal, regalos y recuerdos.

¿Un poquito cansado y sediento?, tenemos la solución: HOTEL NASSAU completamente Aire Acondicionado, el Bar esta listo para servirle todas clases de bebidas, tragos largos y cortos, a precios populares, y para una buena cerveza recomendamos la cerveza HEINEKEN naturalmente.

En el próximo bloque llegamos a la joyería joyería KAN y no olvide que el lema de KAN es WAT KAN KAN, KAN KAN ALLEEN, lo que quiere decir (Lo que KAN puede hacer solamente KAN lo hace) y ellos haran todo lo posible para hacer su compra mas placentera, vea la variedad de joyas, relojes, camaras y obticas.

De donde Kan lo llevaremos a la tienda NUMERO UNO (No. 1 Store) donde un real baratillo espera por usted, por los precios mas asombrosamente bajos usted encontrará artículos de la mejor calidad, venga y vea y convence usted mismo. De la tienda Numero Uno (No. 1 Store) lo llevaremos a LA VENEZOLANA su mejor dirección en artículos finos para caballeros.

Y ahora volvamos a la calle Principal, donde las damas tendran la oportunidad de ver el salón de belleza (MAGGY'S BEAUTY SHOP) y a la vez hacerse su peinado a la última moda.

Y por favor note que para su compra de cosmeticos Maggy's es la mejor.

Tomando la esquina a la izquierda encontremos la tienda de J. E. P. CABENDA, para sus articulos de deportes.

Luego al STUYVESANT ART SHOP para pinturas, cobre, alfareria, y viejos poltre Holandeses, esta tienda única de arte esta a solo tres bloques de distancia de la joyería KAN cruzando la calle, y no olvide que no hay impuestos sobre pinturas u otro original trabajo de arte.

Lo mas cierto es que Ud. esta listo para tomar un bocado, y el lugar indicado para satisfacer su apetito, es el famoso HONG KONG RESTAURANT & BAR, completamente Aire Acondicionado donde se sirve la mejor comida.

El próximo paso usted necesitara un taxi, asi que llame al teléfono No. 1604 o al 5160 y digale al chofer que lo lleve al STRAND HOTEL para un sip y un dip, (un traguito y una sambullida). Un sip en el Bar al lado de la piscina y un dip en la maravillosa piscina.

Ha llegado la hora de decirles que un placer conocerles y esperamos que Ud. halla disfrutado Chow (comida) sip and dip.

Una última sugestión, chofer lleveme al L. G. BOULEVARD y dejeme cerca del TROCADERO aqui usted tendra el placer de tomar cualquier clase de bebida y comer una de las varias especialidades del TROCADERO las cuales son confeccionadas a base de mariscos.

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ALGUNOS DATOS SOBRE ARUBA

Aruba se encuentra a 15 millas de la costa de Venezuela 12 grados y 24 minutos al norte del Ecuador. Tiene 19.6 millas de largo, seis millas anchas en el punto mas ancho, y su superficie es de 70,9 millas cuadradas de colinas rocosas. Sus magnificas playas de arena blanca son rodeadas por el azul oscuro del Mar Caribe.

Oranjestad es el nombre de la ciudad capital, con 16.150 habitantes. Las rocas de Aruba son enigmáticas. Peñascos gigantescos, enormes monolitos de dioritos, se ven en pilas por todas partes en La Isla.

Al rededor de esas enormes rocas yacen las colinas compuestas de viejos arrecifes de calizo que surgieron del mar. El reconocimiento geológico más reciente de la Isla, hecho por el Dr. J. H. Westermann, nos explica que las grandes rocas grises son restos de un antiguo batolito volcánico que es el corazon de la Isla. Desde el tiempo de su formación la Isla se ha sumergido repetidas veces.

Los fuertes vientos alisos del noreste hacen que las costas de sotavento y de barlovento son dramáticamente distintas. La costa del noreste es una línea escarpada de rocas, desnudas y salvajes, donde ondas grandes rodan y se desploman con un ruido de trueno.

Un excelente contraste forma el mar quieto y verde en las orillas de la costa al sureste. En esos sitios el agua siempre es quieta y perfectamente limpia, y visibilidad bajo la superficie a una profundidad de 60 pies no es cosa rara. Las largas cimitarras de arena blanca llamada Eagle Beach y Palm Beach, son las más bellas del mundo. Arrecifes de coral se forman en frente de la costa sur, y ofrecen protección al nadador y buen territorio de caza al cazador de peces con arpón. También es excelente para la pesca a gran profundidad, el Mar Caribe alrededor de Aruba.

La protección de la costa de sotavento y el arrecife paralelo dan perfecta protección para buques en tres excelentes puertos. A una distancia mútua se encuentra San Nicolás al fin Este de la Isla, y Oranjestad en la costa Suroeste. Hace poco ha sido completado un puerto industrial en Barcadera, en la costa Sur de la Isla. En el puerto de Oranjestad, el puerto comercial todos los muelles y almacenes son propiedad del gobierno.

Se considera el clima de Aruba el mejor del Caribe, porque no obstante la escasez de lluvia, los días son agradablemente templados por un río de aire que es el constante viento aliso del Noreste. Los vientos alisos también llevan al mar los bichos e insectos, así es que prácticamente no se necesitan alambreras en Aruba.

La temperatura promedio anual es de 80 grados Fahrenheit. El aire es vivo y contante, porque la humedad solamente es de un promedio de 75%.

La lluvia generalmente es menos de 21 pulgadas por año. La mayoría de la lluvia cae durante breves aguaceros en Octubre, Noviembre, y Diciembre. Huracanes nunca tocaron a Aruba. La Isla queda completamente fuera de la trayectoria de las grandes tempestades Caribeñas.

La mayoría de la población profesa la religión Católica Romana.

Hay numerosas Iglesias Protestantes en Aruba, pertenecientes a varios gremios. Hay también Israelitas y seguidores de Confucio.

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Banco Popular Antillano, Havenstr. 2, O'stad	3105
Caribbean Mercantile Bank N.V., Nassaustr. 37, Oranjestad	3118
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	5091

CONVERSACION POR RADIO TELEFONO

Aruba tiene Comunicación por radio teléfono, con America, Canada, Mexico, Surinam, Curaçao, Bonaire, Venezuela, y muchas otros países en Europa y Sur America. Cuando Ud. quiera hablar por radio teléfono, haga su peticion en la oficina de radio teléfono en la Boerhaavestraat en Oranjestad, o llame por teléfono 1910; San Nicolás teléfono 5388, y en las mismas oficinas Ud. puede conseguir formularios para llenar, con toda la información necesaria para hacer la llamada.

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Paseando en Aruba

Durante su estadía en Aruba Ud. puede alquilar un carro con su chofer o un carro para manejarlo usted mismo, o puede tomar un guía. Para ud. manejar, necesitará una licencia temporal, la cual puede obtener presentando su licencia válida de su país.

Aruba tiene varios tesoros que valen la pena explorar.

Las mejores atracciones de la Isla son **PALM BEACH** y **EAGLE BEACH** las cuales están entre las más bellas del mundo, la blanca y pura arena se extiende a lo largo de la costa y declina suavemente hacia el agua, he aquí una excelente oportunidad para esquiar sobre el agua, navegar y nadar.

PESCA hay una extensa variedad en la pesca, hay en variadas formas, y cada uno de los diferentes tipos les entusiasmará, hay también excelentes lugares para pescar.

La capital de Aruba es Oranjestad, y su arquitectura es típica Holandesa, con algunas influencias Españolas, los colores de los edificios son típicos del Caribe. El centro de compras de Oranjestad es una tentación para el turista, con sus mercancías traídas de diferentes partes del mundo.

Relojes Suizos, cámaras, perfumes, sueters de Cash-

mira, sedas, azulejos Holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades hecho de paja, esculturas de marfil de el Oriente, Cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de Plata y Oro etc.

Gracias al bajo impuesto de importación, los precios son rebajados continuamente a la mitad o menos que en los Estados Unidos de America. Los dueños de tiendas también pueden excederse haciendo ventas gangas a los visitantes, porque no hay impuestos sobre la venta, ni sobre ningún artículo de lujo en Aruba.

EL PUERTO de Oranjestad es uno de los más coloridos y excitantes; Barcos de diferentes lugares del Caribe están enclavados a lo largo del muelle. Puestos abiertos y espaciosos para que los barqueros desplieguen sus mercancías. Grandes racimos de bananas, los pequeñitos que son tan dulces y los largos excelentes para cocinarlos, naranjas, vegetales, etc. Los compradores de este mercado al aire libre, son raros así como los productos que allí se venden, y usted escucha diferentes idiomas que se hablan a su alrededor. Un poco más adelante a lo largo del muelle está el mercado de pescado donde usted puede comprar una gran variedad de pescado. Grandes Transatlánticos, barcos de pasajeros pueden atracar y cargar en el muelle de Oranjestad. En el bien

cuidado **PARQUE WILHELMINA**, llamado así en honor de la reina Wilhelmina de Holanda; a la orilla del mar de Oranjestad. En el ángulo izquierdo del parque hay una escultura, es la estatua de la Reina Madre, rodeada de flores y plantas de brillantes colores.

Cerca de la refinería "LAGO" donde viven los Americanos está situado al Oriente de la Isla. El clima de Aruba está considerado como uno de los mejores en el Caribe, llueve muy poco y el clima es fresco por el abundante aire que viene del Noroeste. El árbol de **DIVI DIVI** crece bien en este seco clima y su copa se inclina siempre al Noroeste. Las casas típicas Arubanas están cercadas de **CACTUS**. A los Arubanos les encanta las flores y a mayoría de los hogares están rodeados de Bouganvillea, Oleanders, Flamboyant, Hibiscus y otras plantas tropicales.

Lo más interesante de Aruba son los cerros de **HOOLIBERG**, y para aquellos que estén interesados en visitarlos hay escaleras que los llevan hasta la cima, atractivas y ocultas enseñadas en la parte Norte de la Isla ofrecen un perfecto lugar para picnics (pasa días), y para aquellos que prefieran nadar, este lado de la Isla es perfecto.

Dos de las más intrigantes y accesibles enseñadas son **ANDICURI** y **DOS PLAYA**; en donde peñascos imponentes se extienden hasta el mar y al constante envate de las olas presentan una abigarrada y terrible caída, pero a pesar de todo esto, es agradable la suave y blanca arena que hay a las orillas de estas enseñadas.

Uno de los más interesantes **PUNTES NATURALES** al norte de la costa, esculpido sobre la sólida roca de coral por la cruel marejada, es un sorprendente ejemplo de la arquitectura natural, y es algo tan interesante que usted no puede dejar de ver.

BOCA DRUIF — una interesante gruta, también, esculpida por el mar, a Barlovento de la costa cerca de las dunas de **BOCA PRINS**, ofrece una agradable brisa procedente de la costa brava.

EL CUNUCU que en Papiamentu quiere decir el campo, está punteado con casas de brillantes colores. Rocas de diferentes formas, las encuentra usted en toda la Isla, y las más impresionantes se encuentran en **AYO** y **CASIBARI** donde la naturaleza deposita tremendos peñascos de granito pesando cientos de toneladas una sobre otra.

En **AYO** usted puede vagar al rededor y debajo de estos sólidos peñascos, pasando entre pasajes retorcidos. La boca del Dragón, en Casibari, es una curiosa formación de rocas, es un sitio muy bonito y el favorito para los fotógrafos.

Cualquiera que esté interesado en la cultura india encontrará antiguos dibujos indios en la pared y en el cielo raso de las cuevas de **FONTEIN** y **CANASHITO** y sobre las rocas de **ARIKOK** y **AYO**.

Las cuevas de **QUADIRIKIRI** y **HULIBA**, son un reto para los exploradores.

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A los niños les encantara jugar con la blanca arena de las dunas de **BOCA PRINS** y **CALIFORNIA**.

IGLESIA de Santa Ana, tiene un hermoso altar de Roble tallado a mano, tambien es muy interesante el cementerio adyacente.

CASTILLO DE PIRATAS, EN BUSHIRIBANA esta situado sobre un risco en la costa a barlovento de Aruba, es realmente las ruinas de una vieja mina de Oro, una reliquia de la primera industria de Aruba, otra mina de Oro esta situada en **BALASHI**.

LAGUNA ESPAÑOLA le fue dado este nombre porque fue aqui que los piratas atracaban para reparar sus naves. **LAGUNA ESPAÑOLA** es conocida por su panorama y sus tranquilos alrededores.

FRENCHMAN PASS El Paso Frances fue donde los Indios pelearon contra los Franceses para proteger la Isla de los invasores extranjeros, pero actualmente es un lugar de crinazos de los brillantes y coloridos periquitos Arubanos.

Para mayor información sobre excursiones en la Isla, por favor llame a **DE PALM TOURS** Oranjestad, Tel. No. 1813 para libre información.

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from

Aruba Caribbean Hotel to Oranjestad

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	7.55 a.m.	7.40 a.m.
	9.50 a.m.	9.35 a.m.
	12.05 p.m.	11.50 a.m.
Bus Stand for RETURN	2.10 p.m.	1.50 p.m.
located at Tourist Bureau.	4.05 p.m.	3.45 p.m.
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San'a Cruz	8110	5.00	6.30	8.00	5.30	—
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Noord	1409	5.30	7.00	8.30	6.00	—
Paradera	1400	5.00	—	8.30	5.30	—
Brasil	1706	—	6.00	8.00	—	7.00
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- Each returning resident may take back free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceeding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).
1. There is no limit to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$ 100.—. The duty on purchases in excess of \$ 100.— is levied on the WHOLESALE PRICE of the item in THE COUNTRY OBTAINED (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value).
 2. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
 3. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the

customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use on the value of the item and on the subsequent duty.

4. **GIFTS.....** In addition to the \$ 100.— exemption, each traveller can mail an UNLIMITED NUMBER of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. NO declaration is required, and No tax is levied. Gifts of liquor and tobacco are not permitted in this privilege, but permitted is perfume, valued at less than one dollar.
5. **DUTY-FREE LIQUOR** may total one quart per person over 21.
6. You are not allowed to take back merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA!
7. Go through U.S. Customs SMOOTHLY by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.